

# A Half Full Glass May Seem Fuller than a Half Empty One. Studies on the Influence of Regulatory Fit on Consumer Behavior

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**A Half Full Glass May Seem Fuller than a Half Empty One:  
Studies on the Influence of Regulatory Fit on Consumer Behavior**

Ahmad Daryanto, Maastricht 24 april 2008

1. While Freud's hedonic principle that states that "people approach pleasure and avoid pains" seems generally applicable, regulatory focus theory accounts for the fact that some people may seek pains hoping for pleasure.
2. Offering money or other incentives to participants in regulatory orientation experiments may seriously hamper results. (this dissertation, chapter 2)
3. Those concerned with progress are more easily influenced by verbal instead of numerical information. (this dissertation, chapter 4)
4. People value rewards more highly when they are framed in line with their regulatory orientation. (this dissertation, chapter 3,4,5)
5. Fasting in the month of Ramadhan is a natural way for self-regulation training.
6. According to regulatory focus theory, the fact that people wear multi-focal glasses is a theoretical anomaly.
7. Einstein's assertion that uncertainty is the result of lack of knowledge cannot be extended to stock markets in which inexperienced investors have been shown to be more successful than experienced financial analysts.
8. Strength has nothing to do with muscles as it takes a truly strong person to refrain from using them.
9. An employee of the month is (s)he who knows how to approach and to avoid the boss.
10. Working in the office is the most effective time to kill time outside home.